

EMU COB Department of Marketing
Offering Courses in International Business, Law, Marketing, & Supply Chain Management
Expected Scheduling Patterns - Subject to change* Note: Shaded items may be offered TBD but are not regularly scheduled
 (Subject to change based on demand, available instructors, and other factors. Shifting between Summer 2 and Summer 3 may occur.)

UNDERGRADUATE						
Course #	Course Name	Fall	Winter	Summer 2	Summer 3	Prerequisite(s)
IB 210	Fundamentals of Global Business	D or E or W	D or W	W	-	None
IB 370	International Business Ethics	-	D or W	-	W	Concurrent Prereq - IB 375
IB 375	Doing Business in Countries/Regions	D	D	-	-	Prerequisite - IB 210
IB 475	Int'l Business: Study Abroad Perspective			*Study Abroad		IB 210
LAW 293	Legal Environment of Business	D or E or W	D or E or W	D or E or W	D or W	None
LAW 350	International Business Law	W	W	-	-	None
LAW 393	Law of Business Enterprises	-	-	-	-	LAW 293 or department permission
LAW 403	Employment Law	-	-	-	-	None
LAW 411	Sports Law	-	-	W	-	None
LAW 430	Ethics and Legal Compliance	-	-	-	-	None
LAW 479	Special Topics	-	-	W	-	LAW 293
MKTG 261	Contemporary Selling	D or E	D or E	D or E	D or E	None
MKTG 239	Google AdWords and Web Page Design	E	E	-	-	None
MKTG 339	Google Analytics and Landing Page Optimization	-	E	-	-	MKTG 239
MKTG 360	Principles of Marketing	D or E or W	D or E or W	D or E or W	D or E or W	None
MKTG 361	Advanced Personal Selling	-	D or E	-	-	
MKTG 363	Retailing	D	D or E	D or W	D or W	MKTG 360
MKTG 365	Consumer Behavior	D or E or W	D or E or W	D or W	D or W	MKTG 360 and PSY 101
MKTG 368W	Marketing Strategy	D or E	D or E	D or E	D or E	MKTG 360
MKTG 369	Advertising	D or E	D or E	-	D	MKTG 360
MKTG 374	Business to Business Marketing	D	D	-	-	MKTG 360
MKTG 375	International Business Transactions	D or E	-	-	-	MKTG 360
MKTG 425	Sports and Event Marketing	D	D or E	D	-	MKTG 360 or SMGT 201
MKTG 426	Sponsorship	D or E	-	D or E	-	MKTG 360 or SMGT 201
MKTG 430	Marketing of Services	D	-	-	-	MKTG 360
MKTG 444	Direct and Interactive Marketing	D	-	-	-	MKTG 360
MKTG 460	Global Marketing	D or E or W	D or E or W	-	D or W	MKTG 360
MKTG 461	Sales Management	E	E	-	-	MKTG 261 and MKTG 360
MKTG 470	Marketing Research	D	D or E	D	-	MKTG 360 and DS 251 or DS 265
MKTG 473	Marketing and Product Innovation	-	D	-	-	MKTG 360
MKTG 474	Promotional Strategy	-	D	-	-	MKTG 369
MKTG 475	Marketing Planning & Management	D or E or W	D or E or W	-	D or W	MKTG 368W
MKTG 479	Special Topics	-	-	-	-	MKTG 360
OM 374	Introduction to Operations Management	D or E or W	D or E or W	D or E or W	D or E or W	DS 251 or DS 265
SCM 380	Introduction to Supply Chain Mgmt.	D or E or W	D	W	D or E	None
SCM 385	Logistics (Formerly MKTG 364)	D or E	D or E	D or E	W	MKTG 360
SCM 386	Purchasing & Supply Mgmt.	D or E	D or E	-	-	Junior standing
SCM 420	Operations Planning & Scheduling in SC	-	D or E	-	D or E or W	OM 374 and Junior standing
SCM 464	Advanced Logistics	D or E	-	-	-	SCM 385 and Junior standing
SCM 465	Global Supply Chain Mgmt.	D or E	D or E	-	-	SCM 380, IB 210 and Junior standing

D-Day Course E-Evening (after 5 P.M.) S-Saturday W-Online course * =Not a regular course ** =Not guaranteed

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GRADUATE						
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IB 610	Global and Business Environment	E or W (even)	E or W	E or W	-	Admission to MBA
LAW 511	Sports Law	-	-	W	-	None
LAW 535	Ethics and Legal Compliance	-	-	-	-	None
LAW 540	Employment Law	W (odd)	W	W	-	None
LAW 550	International Business Law	W	W	-	-	None
LAW 603	Legal Environment of Nonprofit Organizations	-	-	D (odd)	-	None
LAW 615	Law for Financial Professionals	E	S	-	-	None
LAW 679	Special Topics	-	-	-	-	
LAW 681	Special Topics	-	-	-	-	
MKTG 510	Marketing Management	E and W	E or W	-	W	None
MKTG 525	Global Marketing	-	E or W	W	-	MKTG 510
MKTG 530	E-Commerce Essentials	W	-	-	-	None
MKTG 610	Marketing Policies & Problems	E or W (odd)	E or W	-	E or W	MKTG 510 and admissions to MBA
MKTG 630	Sales Operation Management	E	-	-	-	MKTG 510
MKTG 635	Digital Marketing	-	W	-	-	MKTG 510
MKTG 640	Integrated Marketing Communications	E or W	-	-	E or W	MKTG 510
MKTG 645	Database Marketing	E or W	-	-	E or W	MKTG 510
MKTG 655	Strategic Brand Management	-	E or W	-	W	MKTG 510
MKTG 665	Seminar in Consumer Behavior	E or W	-	-	-	MKTG 510
MKTG 670	Advanced Methods in Marketing Research	-	E or W	-	-	MKTG 510
MKTG 699	Independent Study	-	-	-	-	MKTG 510 and department permission
SCM 611	Supply Chain Management	E or W	E or W	-	E or W	MKTG 510
SCM 614	Information Technology for SCM	-	E	-	-	None
SCM 618	Logistics in the Supply Chain	E	-	-	-	MKTG 510
SCM 622	Customer Relationship Management	-	E or W	-	-	MKTG 510
SCM 624	Supply Chain Ops, Plan. & Scheduling	E	-	-	-	SCM 611
SCM 628	Purchasing/Outsourcing & Quality	-	E or W	-	-	MKTG 510

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